

# COTSAKOS COLLEGE OF BUSINESS



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**Degrees Offered:**

Accounting (B.S.)  
Business Administration (B.S.)  
Economics (B.A.)  
Professional Sales (B.S.)

# Introduction

## Message from Dean Sam Basu

The Cotsakos College of Business, accredited by the prestigious Association to Advance Collegiate Schools of Business (AACSB), is undergoing rapid growth and change. These characteristics parallel similar types of growth that are present in some emerging global markets, as well as change that technology has imbued on organizations and the manner in which they conduct business.

Numerous initiatives that the College is pursuing reflect this change and continual growth, including:

- developing an improved and increasingly contemporary curriculum;
- implementing practical outcomes assessment procedures;
- encouraging cultural diversity through recruitment of both students and academically qualified faculty;
- increasing scholarship to support strong teaching;
- incorporating technology into the curriculum; and,
- invigorating the interaction between the College and its business constituencies.

These initiatives are designed to provide our students with a more rigorous and meaningful academic program so that they may secure and retain competitive professional positions and provide value-adding contributions to the community and their organization.

The Global Financial Services Institute Financial Learning Center, one of the few trading rooms found in academic institutions, is the hub of all electronic business information exchange and analysis for the College and its partners. Every student, through curricular requirements, will have exposure to, and hands-on training with, software, databases, and data feeds that form the backbone of modern day, practitioner-driven information dissemination and analysis tools.

Additionally, the interactive, high-tech Russ Berrie Professional Sales Lab is utilized for presentations in simulated real-world sales and negotiation settings. Both facilities are used extensively in numerous business courses and provide Cotsakos College of Business students with a distinct edge in a competitive job market.

Enrolling in the Cotsakos College of Business undergraduate business program provides students with the opportunity to become active participants in an increasingly diversified program of study aimed at preparing graduates for advanced academic study or professional careers in either the public or private sector. Undergraduate majors/concentrations include accounting, economics, finance, global business, management, marketing, and professional sales.

The Russ Berrie Institute's coursework utilizes a state-of-the-art, professional sales laboratory, where students engage in active hands-on learning opportunities and the refinement of essential communications skills.

Students who enroll in the Cotsakos College of Business join the multitude of graduates who have utilized their business degrees to obtain careers in their professions of choice. It is an exciting time for the College, and I hope you will join us in sharing many of the new developments and dynamic changes we are implementing as we continue to serve our students, stakeholders, and the community.

## Mission Statement

The mission of the Cotsakos College of Business is to provide quality education in the area of business for our diversified student body. The College is committed to continuous improvement as it concerns

- teaching;
- intellectual contributions; and
- service, to the extent that it enhances the educational environment.

## Goals and Objectives

Each of the College's three undergraduate bachelor of science business degree programs—B.S. in business administration, B.S. in accounting, and B.S. in professional sales—adhere to the following four principles of business education: academic excellence, professional enrichment, technological competency, and the development of communication skills and contemporary perspectives. In addition, the College offers a bachelor of arts (B.A.) degree in economics.

## Academic Excellence

The Cotsakos College of Business continually updates and revises its curriculum so that it is both competitive and contemporary. Outcomes assessment is regularly performed, and input from students and other stakeholders is utilized to continually improve both course content and program/curricular offerings.

## Professional Enrichment

The College integrates co-curricular and extra-curricular activities into its academic programs for the purposes of (a) increasing student awareness concerning the future impact of their professional development; (b) enhancing the students' appreciation for and development of requisite skill sets as they apply to respective job markets; and (c) providing networking opportunities between students and leading business professionals in the field. Students are strongly encouraged to participate in professional enrichment programs. Bonus points are earned by students in any business course where professional enrichment is incorporated as component.

### Technological Competency

The College enhances its academic offerings by integrating technology throughout the curriculum. Students are expected to be both familiar and facile with Microsoft Office upon admission. Students will also be exposed to proprietary software packages across the business curriculum in order to increase familiarity and provide hands-on experience with the type of technology and decision support tools that are utilized in the professional business arena. All business students, regardless of their major or concentration, are exposed to software tools, data streams, and databases for the purpose of conducting financial data analyses in the Global Financial Services Institute Financial Learning Center. Students may also enhance their communications skills via the technology available in the professional sales laboratory.

### Communication Skills and Contemporary Perspectives

The College integrates reading, writing, and speaking throughout the curriculum. While all three components are not necessarily addressed in every class, the natural progression through the business curriculum exposes the student to each of these components with a continuity that merges the three for the purposes of (a) enhancing information acquisition skills through reading and listening; (b) providing opportunities to learn, practice, and enhance communication skills through writing and speaking requirements; and (c) remaining contemporary in the field through required readings that are exclusive of textbook reading assignments.

### Triple-Crown Courses

In order to ensure that business majors have the opportunity to synthesize their skill knowledge in the areas of reading, writing, and speaking, all business administration and accounting majors must take, as part of their degree requirements, one course that integrates all three aforementioned soft skills. These Triple Crown courses encourage the type of requisite communication skills that are essential in order for graduates to be competitive in an increasingly diverse and international marketplace, in addition to addressing knowledge acquisition, and the communication of such knowledge through both written and oral media. Course requirements include external reading assignments from contemporary sources, the preparation of a scholarly research paper based on this reading, and an oral presentation in support of the written matter. The following Triple Crown courses are:

ACCT 370	Auditing
FIN 400	International Finance
MGT 306	Organizational Behavior
MKT 482	Marketing Management

### Academic Programs

The Cotsakos College of Business undergraduate academic programs leading to the B.S. degree feature a curriculum that is balanced between general education, the major/concentration, and other related business courses. The program

- requires the completion of core courses in the major/area of concentration, thus preparing students to pursue careers in the area of study;
- mandates the successful completion of related coursework that provides coverage in all areas that form the basis of fundamental business core competency; and
- stresses a well-diversified general education core, including specific courses that enhance public speaking skills, introduce behavioral sciences, increase competency in analytical and mathematical sciences, and address issues of ethics and diversity in organizations.

### Degree Programs

Students enrolled in the Cotsakos College of Business pursue the B.S. degree in business administration, accounting, or professional sales or a B.A. degree in economics. Bachelor of science students in business administration must choose a concentration in either finance, global business, management, or marketing. Students of all majors throughout the University may also choose to simultaneously pursue a minor in the area of accounting, economics, or professional sales.

All degree programs adhere to the general education requirements of the University. In addition, undergraduate business majors will pursue a curriculum that provides coverage in those perspectives and areas that form the context for business. These perspectives include:

- ethical and global issues; and
- the influence of demographic diversity and political, social, legal, regulatory, environmental, and technological issues on organizations.

The College's degree programs require all students to obtain foundation knowledge in the areas of behavioral sciences, mathematics, statistics, and economics.

All undergraduate business majors must complete the general education core, the common business program core, specified directed elective business degree credit requirements, and the additional credit hour requirements of the concentration and/or major chosen.

## Academic Policies

### Admission

Students admitted to the University with no college credit attempted may enroll in the Cotsakos College of Business upon entry. Continuing or transfer students who are not admitted upon entry may apply for admission upon the successful completion of 12 credits of college coursework at William Paterson University. Students will be admitted to the College only if they adhere to each of the following academic standards:

- an overall grade point average (GPA) of 2.0 or greater for all college-level credit attempted, based on transfer credit and/or courses taken at William Paterson University;
- a GPA of 2.0 or greater for all business credit hours attempted in the common business program core, major/concentration, and credit hours applied towards the directed elective course requirements; and,
- no more than two grades below C- for all business courses attempted.

Transfer students who are admitted to the University but do not meet these requirements may be admitted on probationary status. Additional details may be obtained from the Office of Admissions or the Cotsakos College of Business.

### Retention

Undergraduate business majors who are found to be in violation of the aforementioned standards are placed on probation within the College for one full semester. Upon completion of this one full academic semester (fall or spring), students who are still found to be in violation of any of the aforementioned standards are dismissed from the Cotsakos College of Business and must eventually declare another major. Dismissal from the College does not imply dismissal from the University. Students dismissed from the College who subsequently demonstrate improvement to the extent that their grades adhere to the aforementioned standards may apply for readmission to the Cotsakos College of Business. Policies concerning the course repeat policy adhere to University standards. Students who have been dismissed from the College and are readmitted and who subsequently violate the aforementioned standards (for a second time) are dismissed from the College immediately and will not be considered for readmission.

### Degree Residency Requirements

1. At least 50 percent of all business credit hours required for the B.S. degree must be earned through completed coursework at the Cotsakos College of Business. This implies that no more than 24 credit hours may be transferred from another institution for students pursuing the B.S. in business administration or the B.S. in professional sales, and no more than 28 credit hours for students pursuing the B.S. in accounting.

2. At least 50 percent of all business credit hours that satisfy the major/concentration business credit-hour requirement must be earned through completed coursework at the Cotsakos College of Business. This implies that no more than 9 credits may be transferred into the "major" requirements for students pursuing concentrations in finance, global business, management, or marketing or for students pursuing the B.S. in professional sales, and no more than 13 credit hours may be transferred into the major requirements for students pursuing the B.S. in accounting.
3. No business course may be taken for credit (other than as a free elective) at another institution once a student is enrolled in the Cotsakos College of Business.
4. No courses may be taken for credit by an undergraduate business major at a community/two-year institution once 70 credits have been earned and applied towards the B.S. degree in accounting, business administration, or professional sales.
5. No course credit for coursework completed at a community/two-year institution may be applied to, or transferred in, as 300 or 400 level business courses within the Cotsakos College of Business programs.
6. Any 300- and 400-level business course taken at another institution is transferable into the undergraduate business curriculum only (a) if the credit hours have been earned at an AACSB-accredited business program from a four-year college/university; and (b) upon approval from the department chair in the student's degree program. Two specific courses, ACCT 311 (Intermediate Accounting) and FIN 320 (Corporate Finance) further require a grade of B or better to be transferable into the undergraduate business curriculum.
7. Undergraduate business majors pursuing dual concentrations or two-degree programs within the University must complete the full complement of major credit-hour requirements in each area of study. No credit may be applied to two disparate requirements.
8. Students pursuing the B.S. degree as a second bachelor's degree must complete a minimum of 30 credits in residence at William Paterson University, and must fulfill, either through credit hours earned or transferred, all common business program core requirements, major/concentration requirements, and required directed elective coursework.

### Pass/Fail

Undergraduate business majors may not take courses offered within the College on a pass/fail basis.

### Independent Study

Independent study may be pursued in an area of study not embodied within the catalog's listed set of course offerings provided by the Cotsakos College of Business. Eligible students must have a GPA of 3.0 (overall and in the major) and have attained junior status. Students should contact their department chair for specific details concerning the procedure to be followed, additional eligibility requirements, and the appropriate application of credit hours to the major.

### In Order to Graduate

Graduating seniors must meet the aforementioned academic standards in addition to other University graduation requirements. Internship and practicum experiences earn credit hours; job shadowing is counted as professional enrichment activity.

Students interested in gaining professional work experience should consider participating in the internship, practicum, or job shadowing alternatives.

**Internships** are individualized, structured work experiences where a student is placed in an organization for the purpose of working under a supervisor and gaining hands-on experience in the area of interest.

A **practicum** is a guided work experience conducted within a group framework, where groups provide consultation to businesses and other organizations, under the mentorship of a faculty sponsor.

**Job shadowing** entails a one-to-one linkage between a student and a business leader in the area of interest. The student meets with the business leader on-site and "shadows" the business leader at the workplace for one day. This provides the student with an inside glimpse of what the profession of choice entails, and an opportunity to spend one day in the company of a professional in the workplace.

Students may attend numerous, professionally oriented activities that the College sponsors and/or co-sponsors. These activities promote the professional development of the student, and many of these activities earn enrichment points. These activities include: Careers in Accounting, Finance, Global Business, Management, Marketing, and Professional Sales; the Business Leaders' Symposium; the Finance Symposium; Resume Writing Seminars; and Internship Seminars, among others.

## Global Financial Services Institute Financial Learning Center

The Global Financial Services Institute Financial Learning Center at the Cotsakos College of Business is a realization of state-of-the-art, technology-enhanced education at its finest. As one of only a handful of technology-equipped learning facilities that function as a trading room while simultaneously enabling cutting-edge pedagogical and community outreach initiatives, the Global Financial Services Institute Financial Learning Center is the hub of all electronic business information exchange and analysis for the Cotsakos College of Business and its partners.

The primary objective of the Global Financial Services Institute Financial Learning Center is consonant with both the College and University objectives concerning:

- the provision of service to students and the community;
- the continued pursuit of academic excellence; and,
- progress and maintenance of the AACSB-driven outcomes initiative, entitled Assurance of Learning.

To this extent, the Global Financial Services Institute Financial Learning Center functions as a pedagogical support resource that all undergraduate business majors, regardless of major or concentration, experience. Every student, through curricular requirements, has exposure to, and hands-on training with, software, databases, and data feeds that form the backbone of modern-day, practitioner-driven information dissemination and analysis tools.

### Student Oriented

The College's business curriculum requirements are designed to train students to use financial software packages involving asset pricing and other analytical models and option models. Faculty members help conduct simulation games using real-time data feeds, and use contemporary corporate case studies as additional teaching tools. All investment courses, both at the graduate and undergraduate level, are being taught out of the Learning Center. "Corporate Finance" (FIN 320), a required core course, holds sessions at the Global Financial Services Institute Financial Learning Center. Thus, every undergraduate business major becomes familiar with the University's trading room environment. Additionally, students who pursue advanced coursework in finance benefit from utilizing the Global Financial Services Institute Financial Learning Center to assist in the analysis and valuation of equity securities, efficient market analysis, fixed income and leveraged securities, derivative products, mutual funds, real assets, and international securities markets, among other things.

Finance students are most extensively exposed to the workings of a trading room. Here they develop decision-making skills by working on research projects analyzing live data feeds from, for example, Reuters and Thompsons, and employ several statistical and econometric software packages. This unique, real-world, hands-on curriculum, which transforms theory into practice, gives undergraduate business majors a distinct edge over their competitors upon graduation.

### The Active Pursuit of Knowledge

The Global Financial Services Institute Financial Learning Center also functions as a laboratory for academic research and scholarship. Business college faculty across all disciplines—from accounting to marketing, economics to management—have the opportunity to access real-time data to conduct cutting-edge empirical research in the areas of investment strategies, global capital markets, auditing, financial intermediation, experimental economics, market microstructure, treasury management, and corporate governance.

### Diversified Utilization

The Global Financial Services Institute Financial Learning Center serves as a significant, curricular, integrated, decision-support-system; forms the basis for the development of student-oriented technological training programs; and provides exposure to contemporary, data-gathering, review, and analysis tools that support decision-making. However, the strengths and utilization of the room extend beyond the integration of technology with business curriculum. For example, the Global Financial Services Institute Financial Learning Center development team is exploring alternative applications of the Center's ample data acquisition and analysis capabilities, including:

- interactive television (ITV) learning initiatives;
- training seminars and forums for community business leaders, corporate partners, and students from around the globe;
- simulated financial market analysis, with varying/static economic inputs;
- small-market game theoretic cross-institutional competitive simulations;
- the identification and analysis of alternative behavioral-driven risk assessment models;
- global markets and dynamic heuristic approaches to handling well diversified, data-intensive information sets subject to strict time constraints;
- cooperative-versus-competitive decision-making strategies and equilibrium conditions; and
- the development of a virtual, faculty-supported online research center for the purpose of "pushing the envelope" concerning cutting-edge, business research and inquiry.

### The Whole Package

In summary, the Cotsakos College of Business offers both its students and partners—whether local, national, or international—the utilization of the Global Financial Services Institute Financial Learning Center for the purpose of academic inquiry and the pursuit of knowledge. Moreover, the Center provides all users with the opportunity to understand, realize, and witness first-hand the significant impact that cutting-edge, global information, data systems can have on efficient and effective practitioner-oriented decision-making through the integration of established theoretical models, strategic objectives, data intensive information streams, technology, and leading application software.

### Russ Berrie Institute for Professional Sales

This Institute, housed within the Cotsakos College of Business, is dedicated to advancing the field of professional sales by providing high-quality educational opportunities, consulting, and professional development activities for both students and practicing business people.

Students may enroll in coursework offered through the Institute for the purpose of either (a) enhancing their exposure to issues associated with professional sales; or (b) pursuing the bachelor of science in the professional sales degree program. Courses offered in the Department of Professional Sales utilize the state-of-the-art Professional Sales Laboratory, which features digital video technology for the purpose of supplementing classroom experience, providing active hands-on learning opportunities, and enhancing communication skills.

Working sales professionals are also served through the three centers within the Institute. Each center focuses on the needs of specific disciplines within the sales profession. The centers for (a) sales education, (b) sales management, and (c) strategic account management provide opportunities for participants at all professional levels, ranging from new or aspiring sales representatives to sales executives accountable for business-to-business account management, for the purpose of refining their skills through participation in continuing or executive education workshops and certificate programs.

Both the Institute's academic and professional program designs are based on the merger of scholarly academic theory and professional practice, and focus on the provision of skills that represent requisite competencies for highly effective performance in sales and sales management positions. Faculty at the Russ Berrie Institute, in addition to holding advanced degrees in the discipline, possess professional sales experience and thus provide programs that reflect real-world applications and hands-on learning approaches.

### Small Business Development Center

As part of a statewide and national system, the University's Small Business Development Center implements efficient and effective business practices that bolster New Jersey's emerging small businesses, and constantly develops and refines the tools and resources small businesses need to succeed in today's increasingly diverse and competitive environment. In cooperation with the Cotsakos College of Business, the Center sponsors symposia, seminars, and forums that address numerous issues related to small business development. Topics include, but are not limited to:

- business start-ups;
- strategic planning;
- financial management;
- e-commerce;
- accounting/bookkeeping;
- global/international markets;
- marketing research and strategy; and
- women in business.

Many of these activities contribute to the professional enrichment point requirement for all undergraduate business majors, and address topics of interest for students interested in understanding entrepreneurship.

The Small Business Development Center also co-sponsors practicum learning experiences, where small groups of students provide consultation to managers of small businesses. These credit-earning experiences familiarize students with the actual decision-making issues faced by organizations, employ group dynamics, and provide the opportunity to integrate academic theory and technology with business practice. For additional information, contact the Director of the Small Business Development Center, Kathleen Muldoon, at 973.754.8695, or via e-mail at muldoonk@wpunj.edu.

## Curriculum Requirements

The Cotsakos College of Business majors may pursue a B.S. in accounting, a B.S. in business administration, a B.S. in professional sales, or a B.A. in economics. Business administration students must declare an area of concentration in finance, global business, management, or marketing. Each program requires the completion of 128 credit hours. *Please note that the following curriculum requirements only apply to the B.S. degrees in accounting, business administration, and professional sales.*

### GENERAL EDUCATION (GE) CORE AND UPPER-LEVEL ELECTIVES .....68-69 CREDITS

All undergraduate business majors must complete the general education core (as specified in the undergraduate catalog) and the following specific coursework:

#### Macroeconomics

ECON 201 Macroeconomic Principles

Provides foundation business knowledge concerning the economy as a whole, or with the basic subdivisions or aggregates, such as government, household, and business sectors, which make up the economy.

#### Behavioral Science (select one)

PSY 110 General Psychology

SOC 101 Principles of Sociology

#### Social Science (select one)

POL 110 Introduction to Politics

POL 120 American Government

Addresses the College's initiative to provide an understanding of an important perspective that forms the context for business.

*Note: The specified macroeconomics, behavioral science, and social science courses may be applied towards the social science requirement of the GE core.*

#### Communication

COMM110 Communication in Action

Specifically addresses the College's initiative to promote communication skills and strengthen the speaking skills of students.

*Note: This course may be applied towards the arts and communication requirement of the GE core.*

#### Mathematics

MATH 140 Quantitative Mathematics I

Focuses on those mathematical topics that form the basis through which quantitative approaches may be employed to assist in decision-making within a business context.

*Note: This course may be applied towards the math and science requirement of the GE core.*

### COMMON BUSINESS

PROGRAM CORE.....33 CREDITS

All undergraduate business majors, regardless of their major or concentration, must complete the common business program core. This set of courses exposes students to the fundamental areas of core competency in business. Completion of this core provides the foundation from which upper-level courses in the chosen major or area of concentration may be pursued. The courses that must be completed in the common business program core are:

ACCT 211	Financial Accounting
ACCT 212	Managerial Accounting
LAW 201	Legal Environment of Business
ECON202	Microeconomic Principles
ECON210	Business Statistics
FIN 320	Corporate Finance
MKT 210	Principles of Marketing
MGT 200	Principles of Management
MGT 305	Management Information Systems
MGT 431	Production and Operations Management
MGT 460	Business Strategy and Policy

Exceptions: (a) Accounting students should substitute LAW 251 (Business Law I) for LAW 201. (b) Accounting majors may substitute ACCT 320 (Accounting Information Systems) for MGT 305. (c) Professional Sales majors may substitute RPS 320 (Sales Information Systems and Technology) for MGT 305.

### MAJOR/CONCENTRATION

REQUIREMENTS .....18-21 CREDITS

Undergraduate business majors must complete either the 18-credit-hour requirement for the B.S. in business administration, or the 21-credit-hour requirement for the B.S. in accounting. These courses build upon the common business program core and offer an in-depth exposure to advanced material related to the area of study. Interested students should contact the appropriate department chairperson, or reference the appropriate catalog section or Web page, for additional details.

### ADDITIONAL DIRECTED ELECTIVE COURSE REQUIREMENTS .....6-9 CREDITS

These courses are directed elective courses, and are periodically updated to reflect current trends in business education. The designated courses are chosen by the appropriate department and may be either business courses or courses from related areas.

# Department of Accounting and Law

**Professors:** R. Bing, M. Mwaura, L. Xu

**Associate Professors:** E. Ekmekjian, F. Grippo, A. Medinets, S. Nassiripour (chair), A. Nyaboga, M. Rudnick, J. Wilkerson

**Assistant Professor:** H. Wong

## Bachelor of Science in Accounting

Consistent with the Cotsakos College of Business undergraduate program objectives, the accounting program: (1) strives for academic excellence in helping students understand the skill sets requisite to either meeting the complex demands of the accounting profession or continuing with an advanced degree in the area of study; (2) familiarizes students with issues related to dynamic and contemporary financial institutions and government regulations through coursework and professional enrichment; (3) increases students' problem recognition and analysis, as well as technological proficiency; and, (4) encourages the enhancement of presentation and communication skills.

The accounting program offers students the opportunity to work with technology both in laboratories and the Financial Learning Center, where data feeds, databases, and software commonly utilized by the business professional are leveraged to the benefit of the student's academic learning objectives. Students are also exposed to software specific to the accounting profession and accounting specific information systems.

Finally, the department guides students who may wish to pursue professional certification as a certified public accountant (CPA), certified management accountant (CMA), and certified internal auditor (CIA). Students should note that even though requirements to qualify for the CPA examination vary from state to state, the American Institute of Certified Public Accountants (AICPA) has mandated that an individual who wishes to become a CPA must complete 150 credit hours. This credit-hour requirement can be satisfied at William Paterson University either through enrollment in an advanced degree program (M.B.A.) or the completion of additional undergraduate-level courses. If planned properly, the 150-credit undergraduate program may still be completed in four years by attending summer sessions.

### MAJOR REQUIREMENTS .....21 CREDITS

The following requirements for the accounting major are in addition to William Paterson University general education requirements for undergraduate students and common business program core requirements for bachelor of science degree candidates.

ACCT311	Intermediate Accounting I
ACCT312	Intermediate Accounting II
ACCT340	Cost Accounting I
ACCT370	Auditing
ACCT410	Taxation I
ACCT411	Taxation II
ACCT420	Advanced Accounting I

### DIRECTED ELECTIVE COURSE REQUIREMENTS .....6 CREDITS

LAW 252	Business Law II (requires Law 251 Business Law I)
ACCT 430	Advanced Accounting II

#### Additional Requirements

ECON 355	Diversity in Organizations ..... 1.5 credits
MGT 350	Ethics and Business ..... 1.5 credits

*Note: Accounting majors utilize this course in partial fulfillment of the upper-level general education elective requirements, and not towards the directed elective course requirements.*

#### MATH 145.....Quantitative Mathematics II

This course builds upon MATH 140 and strengthens the students' exposure to analytical approaches to decision making, with a focus on the role of optimization in business contexts.

*Note: Accounting majors utilize this course in partial fulfillment of the general education elective requirement, and not towards the directed elective course requirements.*

#### Professional Enrichment Requirements and Opportunities

All Cotsakos College of Business majors are strongly urged to attend professional enrichment events. Bonus points may be awarded for attendance at such events, or attendance may be part of the final grade for certain courses.

## Minor in Accounting

### MINOR REQUIREMENTS .....18 CREDITS

ACCT211	Financial Accounting
ACCT212	Managerial Accounting
ACCT311	Intermediate Accounting
ACCT320	Accounting Information System
ACCT410	Taxation I
LAW201	Legal Environment of Business

## Courses

Unless otherwise noted, all courses are 3 credits

### ACCOUNTING

#### ACCT 211 Financial Accounting

Introductory course in the fundamental principles of accounting, the theory of debit and credit, account classification, preparation of working papers, adjusting, closing, reversing entries, and preparation of basic financial statements. Use of spreadsheet and word processing computer applications.

**ACCT 212 Managerial Accounting**

Introduces basic concepts of cost accounting and the use of accounting as a decision-making tool for management.  
Prerequisite: ACCT 211

**ACCT 311 Intermediate Accounting I**

Review basic financial statements and in-depth study of accounting principles advanced by responsible professional organizations in the classification, presentation, and disclosure of assets required for external users of financial information.  
Prerequisites: ACCT 212, ACCT 211

**ACCT 312 Intermediate Accounting II**

An in-depth study of accounting principles advanced by responsible professional organizations in the classification, presentation, and disclosure of liabilities and stockholders' equity required for external users of financial information.  
Prerequisites: ACCT 311, ACCT 212, ACCT 211

**ACCT 320 Accounting Information Systems**

This course takes a transition cycles approach to AIS that focuses conceptually on the primary sources of data, data flows, logical tasks, accounting records, and internal control and EDP auditing. It also teaches students how to use full-fledged commercial accounting software such as Peachtree or QuickBooks.  
Prerequisites: ACCT 311, ACCT 212, ACCT 211

**ACCT 340 Cost Accounting**

Cost accounting and its contribution to management, the cost accounting cycle, cost data accumulation, job order costing, process cost accounting procedures, materials, labor and overhead costing and control, costing of by-products, co-products, and joint products.  
Prerequisite: ACCT 212

**ACCT 370 Auditing**

Reviews the procedures and practices used in auditing the financial transactions and statements of an organization. Internal control, test of transactions and audit standards employed are discussed and demonstrated by actually doing an audit of a practice company.  
Prerequisites: ACCT 312, ACCT 311, ACCT 212, ACCT 211

**ACCT 399 Selected Topics**

A topic not covered by an existing course.  
Prerequisite: Permission of the department chair and the Dean  
1-6 credits

**ACCT 410 Taxation I (also listed as FIN 410)**

A study of the U.S. Internal Revenue Code with emphasis on income taxation of individuals. Provides practice in the preparation of tax returns and solution of case problems. Concentrates on the problems of the U.S. individual income tax. Also examines taxation of corporations and partnerships.  
Prerequisites: ACCT 212, ACCT 211

**ACCT 411 Taxation II (also listed as FIN 411)**

A study of the U.S. Internal Revenue Code with emphasis on the taxation of corporations, partnerships, estates, and trusts. Federal payroll, gift and estate, and New Jersey taxes are also covered.

Prerequisites: (1) FIN 410 or ACCT 410, (2) ACCT 212, and (3) ACCT 211

**ACCT 420 Advanced Accounting I**

An in-depth study of principles used in accounting for parent and subsidiary companies, partnerships, and other specialized areas of accounting.

Prerequisites: ACCT 312, ACCT 311, ACCT 212, ACCT 211

**ACCT 430 Advanced Accounting II**

Intensive review and analysis of basic and advanced concepts, skills, and principles. Imperative for students who intend to apply for a certifying examination.

Prerequisites: ACCT 312, ACCT 311, ACCT 212, ACCT 211

**ACCT 440 Government and Not-for-Profit Accounting (also listed as FIN 440)**

This course covers accounting and financial reporting for governmental and not-for-profit entities. The emphasis is on teaching students the significance of reported information and how both users and preparers can interpret and analyze governmental and not-for-profit accounting information.

Prerequisite: ACCT 212

**ACCT 485 Practicum in Accounting**

A course of study designed especially for the supervised practical application of previously studied theory in a group setting. Done under the supervision of a faculty sponsor and coordinated with a business organization.  
Prerequisites: (1) ACCT 312, (2) junior status, (3) minimum GPA of 3.0 overall and in the major, (4) permission of the department chair and the Dean

**ACCT 490 Internship in Accounting**

This is a cooperative education/field work experience. The mission of the internship program is to provide students with a valuable employment experience by working, uninterrupted for a significant amount of time, with a public, private, or governmental entity in the student's geographical area.

Prerequisites: (1) ACCT 312, (2) junior status, (3) minimum GPA of 2.5 overall and in the major, (4) permission of the department chair and the Dean

**ACCT 499 Independent Study**

A special project, supervised by a faculty advisor.  
Prerequisites: minimum GPA of 3.0 overall and in the major, with the approval of the department chair and the Dean  
1-6 credits

**LAW****LAW 201 Legal Environment of Business**

Designed to familiarize students with the legal system with particular emphasis on the court system and administrative agents. Also includes examination of substantive areas such as antitrust, bankruptcy, corporate law, partnership, and securities regulations.

**LAW 251 Business Law I: Contracts**

Designed to acquaint students with the laws of contracts. Examines concepts such as offer, acceptance, consideration, competent parties, legal subject matter, assignments, and third party beneficiaries. Scrutinizes defenses such as statute of fraud, infancy, insanity, and parole evidence.

**LAW 252 Business Law II: Sales and Negotiable Instruments**

Acquaints students with Articles II, III, IV, and IX of the U.C.C. Critically examines concepts such as warranty, risky loss, bona fide purchases for value, products liability, negotiability, checks, notes, holder in due course, and secure transactions.

Prerequisite: LAW 251

**LAW 399 Selected Topics**

A topic not covered by an existing course.

Prerequisite: Permission of the department chair and the Dean

1-6 credits

**LAW 499 Independent Study**

A special project, supervised by a faculty advisor.

Prerequisites: minimum GPA of 3.0 overall and in the major, with the approval of the department chair and the Dean

1-6 credits

## Department of Economics, Finance, and Global Business

**Professors:** G. Andreopoulos, S. Basu, F. Cai, H. Chen, R. Fosberg, B. Haroian

**Associate Professors:** M. Dey, M. Gritsch, A. Panayides (chair), T. Ramin, T. Snyder, P. Swanson

**Assistant Professors:** L. Dean

### Bachelor of Science in Business Administration

#### Concentration in Finance

The Cotsakos College of Business academic program leading to the bachelor of science degree (B.S.) in business administration with a concentration in finance features a curriculum that is balanced between general education, finance, and other, related, business courses. The program (a) requires the completion of core courses in the concentration of finance, thus preparing students to pursue careers in either banking, government, or other financial institutions; (b) mandates the successful completion of related coursework that provides coverage in all areas that form the basis of fundamental business core competency; and, (c) stresses a well-diversified general education core, including specific courses that enhance analytical and critical thinking skills, public speaking skills, introduce behavioral sciences, increase competency in mathematical sciences, and address issues of ethics and diversity in organizations.

The department also works closely with the Global Financial Services Institute and its Financial Learning Center, which houses one of the largest trading floors located within an academic institution in the nation. Coursework, as well as related seminars, are conducted from the Center, where data feeds, databases, and software commonly utilized by the professionals on Wall Street, are leveraged to the benefit of the student's academic learning objectives. Finance majors will receive hands-on training and in-depth exposure to high visibility and widely used, technologically driven, financial analyses tools.

The contemporary graduate of the finance program is prepared for an entry-level career in any of the following fields: personal finance, corporate finance, investments, financial institutions, and international finance. The state-of-the-art program exposes graduates to capital markets, investment evaluation, efficient allocation of resources, and international financial management. Students are

well equipped with cutting-edge technological and analytical skills; are trained in efficient portfolio management using simulation investment games with real-time data of stocks, bonds, and derivatives; are well-versed in using financial software packages involving asset pricing models, options models, etc.; and are familiar with databases like Compustat. This unique, real-world-oriented, hands-on curriculum gives graduates a distinct edge over their competitors.

## CONCENTRATION

### REQUIREMENTS .....18 CREDITS

The following requirements for the finance concentration are in addition to William Paterson University general education requirements for undergraduate students and common business program core requirements.

#### Required Course

FIN400 International Financial Management

In addition, five courses must be chosen from: 300- or 400-level Cotsakos College of Business finance courses, or those approved by the department chair.

*Note: Students pursuing the dual major in accounting and business administration with a finance concentration may not utilize FIN 410 and FIN 411 to simultaneously satisfy requirements in both majors.*

## DIRECTED ELECTIVE COURSE

### REQUIREMENTS .....9 CREDITS

MATH 145	Quantitative Mathematics II	
ECON 355	Diversity in Organizations.....	1.5 credits
MGT 350	Ethics and Business .....	1.5 credits

In addition, one 3-credit course must be completed, chosen with the assistance of the student's departmental advisor. This can be any 200-plus level course from the Cotsakos College of Business. Internships and practicum credit hours may be considered with the approval of the department chair and the dean.

Finance majors can take six personal financial planning courses, which are registered with Certified Planner Board of Standards, Inc. After successfully completing the courses, students can sit for the CFP® certification examination. The six courses include:

FIN 360	Personal Financial Planning,
FIN 409	Income Tax Analysis and Planning
FIN 435	Investment Analysis and Planning
FIN 450	Estate Planning
FIN 455	Retirement Planning
FIN 460	Insurance Analysis and Planning.

#### Professional Enrichment Requirements and Opportunities

All Cotsakos College of Business majors are strongly encouraged to attend professional enrichment events. Bonus points may be awarded for attendance at such events or it may be part of the final grade for certain courses.

## Courses

Unless otherwise noted, all courses are 3 credits

### FIN 310 Money and Banking (also listed as ECON 310)

A study of the key concepts, theories, processes, and interrelationships that link money and banking to the workings of the U.S. economy. This course analyzes how banks and other depository institutions serve as a conduit for the implementation of monetary policy. The structure, functions, powers, and monetary tools of the Federal Reserve are also examined.

Prerequisite: ECON 201

### FIN 320 Corporate Finance

A study of the basic principles and practices of the financial management of private business corporations. The course provides an operational framework for financial analysis, planning and forecasting, along with profit analysis and financial control for today's business world.

Prerequisites: ACCT 211, ECON 202

### FIN 350 Financial Markets and Institutions

This course is an introduction to the dynamic structure of the financial markets' environment in which financial institutions as well as other participants operate. The course explores the concepts and measurement of risk and return, explains how market interest rates are determined, analyzes the spread between various rates across major capital markets' participants, and analyzes strategies to manage and modify return and risk in an uncertain environment. The emphasis is on identifying the characteristics of participants that give rise to basic similarities and/or differences in their behavior, rather than on their detailed operating business activities.

Prerequisites: FIN 320

### FIN 360 Personal Financial Planning

Personal Finance is an introductory course that surveys the financial planning process, client interactions, time value of money applications, personal financial statements, cash flow and debt management, asset acquisition, education planning, overview of risk management investment planning and retirement planning, special circumstances, plan integration, ethics, and the business of financial planning.

Prerequisites: ACCT 211, ECON 202

### FIN 399 Selected Topics

A topic not covered by an existing course.

Prerequisite: Permission of the department chair and the Dean

1-6 credits

**FIN 400 International Financial Management**

Financial management of a multinational enterprise. Topics include foreign exchange risk, political risk, long-run investment and financing decisions, working capital management, and valuation of operations and taxation. Prerequisites: FIN 320

**FIN 403 Capital Budgeting**

Examines the firm's investment decisions in projects within the context of value creation. Covers investment decision making under certainty and under risk. Certainty equivalent, CAPM and risk adjusted return, sequential decision making, and sensitivity models are discussed. Problems and cases are assigned for analysis and class presentation. Prerequisites: FIN 320

**FIN 409 Income Tax Analysis and Planning**

The course focuses on principles and current law and practice of income taxation and its impact on financial planning for individuals, couples and families in their roles as investors, employees, and business owners. Prerequisites: ACCT 212, ACCT 211

**FIN 410 Taxation I (also listed as ACCT 410)**

A study of the U.S. Internal Revenue Code with emphasis on income taxation of individuals. Provides practice in the preparation of tax returns and the solutions of case problems. Concentrates on the problems of U.S. individual income tax, but taxation of corporations and partnership is also examined. Prerequisites: ACCT 212, ACCT 211

**FIN 411 Taxation II (also listed as ACCT 411)**

A study of the U.S. Internal Revenue Code with emphasis on the taxation of corporations, partnerships, estates, and trusts. Federal payroll, gift and estate, and New Jersey taxes are also covered. Prerequisites: (1) FIN 410 or ACCT 410, (2) ACCT 212, and (3) ACCT 211

**FIN 415 Managerial Economics  
(also listed as ECON 415)**

The application of economic analysis to the solution of individual business problems. Among the primary areas covered are demand forecasting, cost and profit analysis, and capital budgeting. Prerequisites: ECON 210, ECON 201, ECON 202, MATH 140

**FIN 430 Advanced Managerial Finance**

Presents an in-depth overview of the most recent developments in the field of finance and its applications. The topics include optimal capital structure and dividend policy, option valuation models and the application of option pricing theory to the theory of corporate finance, valuation of risky debt and term structure of interest rates, warrants and convertibles, and the analysis of mergers and acquisitions. Prerequisites: FIN 320

**FIN 435 Investment Analysis and Planning**

This course provides the student with an understanding of the various types of securities traded in financial markets, investment theory and practice, portfolio construction and management, and investment strategies and tactics. Prerequisites: FIN 320, ECON 210, MATH 140

**FIN 440 Government and Not-for-Profit Accounting  
(also listed as ACCT 440)**

This course covers accounting and financial reporting for governmental and not-for-profit entities. The emphasis is on teaching students the significance of reported information and how both users and preparers can interpret and analyze governmental and not-for-profit accounting information. Prerequisite: ACCT 212

**FIN 450 Estate Planning**

Estate planning focuses on the efficient conservation and transfer of wealth, consistent with the client's goals. It is a study of the legal, tax, financial and non-financial aspects of this process, covering topics such as trusts, wills, probate, advanced directives, charitable giving, wealth transfers, and related taxes. Prerequisites: FIN 320 or FIN360

**FIN 455 Retirement Planning**

The intent of the retirement planning course is to provide individuals with knowledge of both public and private retirement plans. The public plans include Social Security, Medicare and Medicaid. The private plans include both defined benefit and defined contribution plans and their regulatory provisions. The specifics of the various plans are analyzed as well as non-qualified deferred compensation plans. Finally, issues that individuals face in retirement, such as lifestyle choices and medical issues are discussed. Prerequisites: FIN 320 or FIN360

**FIN 460 Insurance Analysis and Planning**

This course introduces students to risk management and insurance decisions in personal financial planning. Topics include insurance for life, health, disability, property and liability risks, as well as annuities, group insurance, and long term care. Prerequisites: FIN 320 or FIN360

**FIN 485 Practicum in Finance**

A course of study designed especially for the supervised practical application of previously studied theory in a group setting. Done under the supervision of a faculty sponsor and coordinated with a business organization. Prerequisites: (1) FIN 320, (2) ACCT 211, (3) ECON 202, (4) junior status, (5) minimum GPA of 3.0 overall and in the major, and (6) permission of the department chair and the Dean

**FIN 490 Internship in Finance**

This is a cooperative education/field work experience. The mission of the internship program is to provide students with a valuable employment experience by working, uninterrupted for a significant amount of time, with a public, private, or governmental entity located in the student's geographical area.

Prerequisites: (1) FIN 320, (2) ACCT 211, (3) ECON 202, (4) junior status, (5) minimum GPA of 2.5 overall and in the major, and (6) permission of the department chair and the Dean

**FIN 499 Independent Study**

A special project supervised by a faculty adviser.

Prerequisites: minimum GPA of 3.0 overall and in the major, with the approval of the department chair and the Dean

1-6 credits

**Concentration in Global Business**

The Cotsakos College of Business academic program leading to the bachelor of science (B.S.) degree in business administration with a concentration in global business features a curriculum that is balanced between general education, global business, and other related business courses. The program (a) requires the completion of core courses in the concentration area of global business, where the successful graduate will have the requisite skill sets to compete effectively in diversified global markets or internationally oriented enterprises, (b) mandates the successful completion of related coursework that provides coverage in all areas that form the basis of fundamental business core competency, and (c) stresses a well diversified general education core, including specific courses that enhance analytical and critical thinking skills, public speaking skills, introduce behavioral sciences, increase competency in mathematical sciences, and address issues of ethics and diversity in organizations.

Global business students have the opportunity to utilize the Global Financial Services Institute and its Financial Learning Center and other computer laboratories for the purpose of integrating area specific software and technology into relevant core business learning areas. Multipurpose software is integrated into coursework for the purpose of conducting analyses that are facilitated through the use of technology.

The contemporary graduate of the global business program is familiar with the processes and culture present within organizations that are either entering or currently existing within international markets. Graduates are familiar with exporting, licensing, direct investment, joint ventures, and currency translation. Organizational issues and unique multinational marketing and management perspectives are explored. Moreover, graduates understand the social, ethical, political, and economic complexities of foreign environments, and their implications concerning the financial, organizational, technological, and human resources practices of business firms.

**CONCENTRATION REQUIREMENTS ....18 CREDITS**

The following requirements for the global business concentration are in addition to William Paterson University general education requirements for undergraduate students and common business program core requirements.

Required Courses

ECON 360	Economic Growth and Development
ECON 370	International Economics
FIN 400	International Financial Management
MGT 309	International Management
MKT 316	Global Marketing
MKT 475	Supply Chain Management

**DIRECTED ELECTIVE COURSE REQUIREMENTS .....9 CREDITS**

MATH 145	Quantitative Mathematics II	
ECON 355	Diversity in Organizations: .....	1.5 credits
MGT 350	Ethics and Business: .....	1.5 credits

In addition, one 3-credit course must be completed, chosen with the assistance of the student's departmental advisor. This can be any 200-plus level course from the Cotsakos College of Business or any course from the specified list below. Internships and practicum credit hours may be considered with the approval of the department chair and the Dean.

GEO 150	World Regional Geography
PHIL 334	Business and Ethics (requires PHIL 110: Introduction to Philosophy and PHIL 200: Ethics)
POL 240	International Relations
POL 342	International Political Economy

**GENERAL EDUCATION (GE) UPPER-LEVEL ELECTIVE REQUIREMENTS.....9 CREDITS**

Students with a global business concentration must satisfy their 9-credit GE upper-level directed elective requirement by choosing three courses from the following list. No more than two courses may be chosen from any one discipline. Credit hours in fulfillment of this requirement may be earned abroad.

AACS 304	African Caribbean History
AACS 338	African Politics (same as POL 339)
AACS 341	Contemporary Caribbean Societies
ANTH 342	The Ethnology of East Asia: China
ANTH 359	Cultural Change in Latin America
ECON 303	International Finance
GEO 300	Geopolitics
GEO 310	Trade and Transportation Geography
GEO 331	Geography of Asia
GEO 332	Geography of the Middle East
GEO 333	Geography of Europe
GEO 334	Geography of Africa
GEO 335	Geography of Latin America
HIST 327	America as a World Power
HIST 338	Europe Since 1914
HIST 361	Modern Japan
HIST 371	Modern China

HIST 381	Modern Latin America
HIST 392	Contemporary Middle East
POL 332	Eastern Political Systems
POL 333	Politics of the Third World
POL 336	Politics of Asia, India, and China
POL 337	Politics of Latin America
POL 338	Caribbean Political Systems
POL 339	African Politics
POL 342	International Political Economy
POL 345	United States Foreign Policy
POL 347	The Middle East in World Politics

#### Professional Enrichment Requirements and Opportunities

All Cotsakos College of Business majors are strongly encouraged to attend professional enrichment events. Bonus points may be awarded for attendance at such events or it may be part of the final grade for certain courses.

### Courses

All courses are 3 credit hours unless otherwise noted.

#### GLBS 399 Selected Topics

A topic not covered by an existing course.

Prerequisite: Permission of the department chair and the dean

1-6 credits

#### GLBS 485 Practicum in Global Business

A course of study designed especially for the supervised practical application of previously studied theory in a group setting. Done under the supervision of a faculty sponsor and coordinated with a business organization.

Prerequisites: (1) either FIN 400, ECON 370, MKT 316, or MGT 309, (2) junior status, (3) minimum GPA of 3.0 overall and in the major, and (4) permission of the department chair and the dean

#### GLBS 490 Internship in Global Business

This is a cooperative education/field work experience. The mission of the internship program is to provide students with a valuable employment experience by working, uninterrupted for a significant amount of time with a public, private, or governmental entity located in the student's geographical area.

Prerequisites: (1) either FIN 400, ECON 370, MKT 316, or MGT 309, (2) junior status, (3) minimum GPA of 2.5 overall and in the major, (4) permission of the department chair and the dean

#### GLBS 499 Independent Study

A special project supervised by a faculty adviser.

Prerequisites: minimum GPA of 3.0 overall and in the major, with the approval of the department chair and the dean

1-6 credits

## Bachelor of Arts in Economics

The major in economics provides students with a broad conceptual framework for understanding the social interrelations of consumers, business, workers, and government. Students majoring in economics develop an understanding of the factors behind conditions such as growth, development, inflation, unemployment, consumption, production, market structure, monetary and fiscal policy. In addition, economics now examines issues such as AIDS, obesity, terrorism, crime, and neuroeconomics.

Familiarity and literacy in economics can assist in guiding the development of policy to address contemporary issues such as:

- the impact of globalization, economic unions, and increased international trade on the economy;
- the effect of budget deficits on the future growth of a national economy and the welfare of its citizens;
- pricing and positioning of products given fluctuating market demand and quality assurance expectations; and
- the introduction of competition and its impact on the provision of services and the quality of those services provided.

The study of economics lends insight to many major fields of study—including history, political science, law, biology, and sociology—by providing an understanding of how economic forces often influence the social and political structures of nations.

### MAJOR REQUIREMENTS ..... 30 CREDITS

The following requirements for the economics major are in addition to William Paterson University general education requirements for undergraduate students.

#### Economics Program Core Courses ..... 12 CREDITS

ECON 201	Macroeconomic Principles
ECON 202	Microeconomic Principles
ECON 301	The National Economy
ECON 370	International Economics

#### Required Economics Courses ..... 18 CREDITS

Students majoring in Economics must take six courses from the following list:

ECON 210	Economic Statistics
ECON 230	Economics of the Environment
ECON 302	Prices and the Markets
ECON 303	International Finance
ECON 305	Current Economic Issues
ECON 310	Money and Banking
ECON 320	History of Economic Thought
ECON 321	Public Finance
ECON 328	History of the United States
ECON 340	Labor and Management in the American Economy

ECON 360	Economic Growth and Development
ECON 380	Economic Analysis for Special Issues
ECON 390	Comparative Economic Systems
ECON 399	Selected Topics
ECON 415	Managerial Economics
ECON 430	Econometrics
ECON 450	Business Economics of Latin America
ECON 490	Internship in Economics
ECON 499	Independent Study

## Minor in Economics

### MINOR REQUIREMENTS .....18 CREDITS

#### Required Courses

ECON 201	Macroeconomic Principles
ECON 202	Microeconomic Principles

#### Elective courses

Students must complete 12-credit hours of elective courses in economics.

*Note: The completion of the economics minor requires a GPA of 2.0 for all economics courses taken towards completion of the 18-credit hour requirement.*

## Courses

All courses are 3 credit hours unless otherwise noted.

### ECON 101 Economics of the Contemporary World

The course takes an issue approach to introductory economics. In particular, it deals with the main economic issues of the contemporary world such as globalization; growth and development, market and government intervention; poverty; unemployment; inflation; protectionism and financial instability. Particular emphasis will be placed on the connection between economic concepts and real world phenomena coming from both developed and developing countries' experiences.

### ECON 201 Macroeconomic Principles

Concentrates on the basic economic principles relevant to the resource utilization problems of the economy as a whole. Theories and policies that relate to the economy's total level of output, total income, total level of unemployment, total expenditure, and the general level of prices are treated at an introductory level.

### ECON 202 Microeconomic Principles

Concentrates on the basic economic principles relevant to resource allocation. Demand and supply analysis is used to explain at an introductory level two major topics: (1) price determination in competitive as well as imperfectly competitive markets such as monopoly, oligopoly, and monopolistic competition and (2) distribution of income among resources.

### ECON 210 Business Statistics

Descriptive statistics (collection and presentation of data, frequency distributions, measures of central tendency, dispersion, and skewness); index numbers' simple correlation and regression; curve fitting; introduction to statistical inference; sampling and probability.  
Prerequisite: MATH 140

### ECON 230 Economics of the Environment

Examines problems of environmental quality as an economic problem. The role that economic analysis plays in providing both public and private decision-makers with alternative solutions to environmental problems is stressed.

### ECON 301 The National Economy

A systematic treatment, at an advanced level, of the factors determining the level of output, income, and employment of the economy as a whole.  
Prerequisites: ECON 202, ECON 201

### ECON 302 Prices and the Markets

An analytic treatment, on an advanced level, of theories and techniques of price determination. Theories of income distribution and general equilibrium are also considered.  
Prerequisites: ECON 202, ECON 201

### ECON 303 International Finance

A study of international financial transactions designed to help students understand the economic interdependence of nations. Analysis of exchange rates, balance of payments, international capital movements, as well as fiscal and monetary policies in an open world economy.  
Prerequisites: ECON 202, ECON 201

### ECON 305 Current Economic Issues

This course covers economic problems such as unemployment, inflation, government regulation, health care, environmental quality, budget deficit, and the national debt. Real-world observation of the problems; analysis and alternative solutions are presented.  
Prerequisite: ECON 201

### ECON 310 Money and Banking (also listed as FIN 310)

A study of the key concepts, theories, processes, and interrelationships that link money and banking to the workings of the U.S. economy. This course analyzes how banks and other depository institutions serve as a conduit for the implementation of monetary policy. The structure, functions, powers, and monetary tools of the Federal Reserve are also examined.  
Prerequisite: ECON 201

**ECON 320 History of Economic Thought**

A study of the history of economic theory beginning with Greco-Roman economics and concentrating on the eighteenth, nineteenth, and twentieth centuries. The relationship between the evolution of economic thought and socio-political forces is developed.

Prerequisite: ECON 201

**ECON 321 Public Finance**

A study of the economic principles that are most useful in analyzing the government's role in the economy; the economic principles to be stressed are those that are particularly helpful in the micro-economic analysis of tax and expenditure policies. Sources of revenues, as well as expenditures for health, defense, education, social security, and welfare programs, are analyzed.

Prerequisites: ECON 202, ECON 201

**ECON 328 Economic History of the United States**

Emphasizes economic elements in the historical growth of the United States from colonial to contemporary times. An analysis is made of the changing role of government, technological innovation, industrial pioneering, and competition in the development of the American economy.

**ECON 340 Labor and Management in the American Economy (also listed as MGT 340)**

An examination of how labor and management are affected by various theories and institutional approaches and policies, such as public legislation on labor and management relations, collective bargaining, labor unions, inflation, and unemployment.

Prerequisites: ECON 202, ECON 201

**ECON 355 Diversity in Organizations**

An examination of how different demographic groups affect various types of organizations. Diversity is defined and the legal environment of diversity is explored. Particular emphasis is given to how organizations can acknowledge and respect the differences in their members, and how this will enhance the likelihood of achieving institutional goals.

1.5 credits

**ECON 360 Economic Growth and Development**

A study of the sources of economic growth and development and the private and public policies that affect this historical trend. Both underdeveloped and developed countries are considered.

Prerequisites: ECON 202, ECON 201

**ECON 370 International Economics**

A study of the theoretical and empirical bases for international economic transactions among nations. Emphasis is placed on understanding various theories of trade, costs and benefits of international specialization, protectionism, quotas, tariffs, and trade policy.

Prerequisites: ECON 202, ECON 201

**ECON 380 Economic Analysis for Special Issues**

A course designed to integrate economics theory, quantitative tools, and institutional knowledge in a series of applied issues. The course covers topics such as economics of health care, economics of education, economics of entertainment, or economics of sports.

Prerequisites: ECON 202, ECON 201

**ECON 390 Comparative Economic Systems**

A study of the actual operations of various economic systems as they seek the optimum use of the human and natural resources available to them. The ideological, technological, and organizational features of each system are stressed.

Prerequisite: ECON 201

**ECON 395 Elements of Small Business**

This course prepares students for self-employment, provides fundamental knowledge in the area of entrepreneurship, and addresses issues pertinent to business start-up. Topics covered include marketing and sales, the management of human resources, and financial management as they apply to small business development. Students will also engage in hands-on active learning through work experience conducted on site at the Small Business Development Center.

Prerequisites: (1) ECON201, (2) ECON202, (3) MGT200, and (4) MKT210.

1 credit

**ECON 399 Selected Topics**

A topic not covered by an existing course.

Prerequisite: Permission of the department chair and the dean

1-6 credits

**ECON 415 Managerial Economics (also listed as FIN 415)**

The application of economic analysis to the solution of individual business problems. Among the primary areas covered are demand forecasting, cost and profit analysis, and capital budgeting.

Prerequisites: ECON 210, ECON 202, ECON 201, MATH 140

**ECON 430 Econometrics**

The ordinary least squares criterion is scrutinized. The problems of estimating demand, supply, consumption, production, and cost functions are treated in depth.

Prerequisites: ECON 210, ECON 202, ECON 201, MATH 140

**ECON 450 Business Economics of Latin America (also listed as LAS 310)**

Economic issues arising in the transition to more democratic and market oriented institutions and how these issues challenge business practices in private sector firms and organizations in Latin America.

Prerequisites: ECON 201 and/or LAS 201

**ECON 490 Internship in Economics**

This is a cooperative education/field work experience. The mission of the internship program is to provide students with a valuable employment experience by working, uninterrupted for a significant amount of time, with a public, private, or governmental entity located in the student's geographical area.

Prerequisites: ECON 201 and ECON202, junior status, minimum GPA of 2.5 overall and in the major, and permission of department chair and dean

**ECON 499 Independent Study (1-6 credit hours)**

A special project supervised by faculty adviser.

Prerequisites: minimum GPA of 3.0 overall and in the major, with the approval of the department chair and the dean

## Department of Marketing and Management Sciences

**Professors:** S. Godar, R. Kashyap, K. H. Kim, W. E. Matthews, A. Mir, L. Presby, J. Teng,

**Associate Professors:** S. Betts, R. Laud, F. Li, R. Mir, V. Taylor

**Assistant Professors:** E. Knaus, C. Perez (chair), P. Shum

### Bachelor Of Science In Business Administration

#### Concentration in Management

The Cotsakos College of Business academic program leading to the bachelor of science in business administration with a concentration in management features a curriculum that is balanced between general education, management, and other related business courses. The program (a) requires the completion of core courses in the concentration area of management, thus preparing students to pursue careers in the areas of human resources, operations, or strategic/other related organizational planning positions, (b) mandates the successful completion of related coursework that provides coverage in all areas that form the basis of fundamental business core competency, and (c) stresses a well diversified general education core, including specific courses that enhance public speaking skills, introduce behavioral sciences, increase competency in analytical and mathematical sciences, and address issues of ethics and diversity in organizations.

The graduate of the contemporary management program understands and recognizes how to effectively apply management theories within the firm, utilizes skills concerning individual and organizational behav-

ior to enhance welfare and profitability, and integrates effective decision-making skills and support systems, including analytical models and technology, into the organization's decision making processes. Graduates are prepared to utilize well developed and rational decision making methodologies in managing human resources; plan, coordinate, and execute those activities that support the creation of goods and services; and develop and implement strategic and tactical level plans in support of organizational goals and objectives. Graduates are also cognizant of quality maintenance and its impact on both the manufacturing and service sectors, and are well qualified to pursue managerial professions in areas that include health care, sales, banking, education, government, and production/manufacturing.

The management concentration offers students the opportunity to work with technology both in laboratories and the Financial Learning Center, where data feeds, databases, and software commonly utilized by the business professional are leveraged to the benefit of the student's academic learning objectives.

#### CONCENTRATION REQUIREMENTS.....18 CREDITS

The following requirements for the concentration in management are in addition to William Paterson University graduation and general education requirements for undergraduate students and the common business program core requirements.

##### Required Courses

MGT 306	Organizational Behavior
MGT 309	International Management
MGT 480	Seminar in Management

##### In addition, three courses must be chosen from:

MGT 308	Organizational Theory and Design
MGT 315	Human Resources Management
MGT 320	Business Technology Applications
MGT 340	Labor and Management in the American Economy
MGT 399	Selected Topics
MGT 450	Small Business Management
MGT 451	Management Planning and Control
MGT 470	Introduction to Operations Research
MGT 485	Practicum in Management
MGT 490	Internship in Management
MGT 495	Seminar in International Business
MGT 499	Independent Study
MKT 475	Supply Chain Management

#### DIRECTED ELECTIVE COURSE

##### REQUIREMENTS .....9 CREDITS

MATH 145	Quantitative Mathematics II
ECON 355	Diversity in Organizations (1.5 credits)
MGT 350	Ethics and Business (1.5 credits)

In addition, one 3-credit course at level 200 or higher outside the concentration must be completed, chosen with the assistance of the student's departmental advisor. Students are encouraged to consider coursework that segues well with their specific area of interest.

## Courses

All courses are 3 credit hours unless otherwise noted.

### MGT 200 Principles of Management

Introduces basic principles, policies, problems, and successful methods of business organization and management. Emphasizes management's ability to analyze, plan, coordinate, and control the varied activities of production, personnel, finance, and marketing. Also examines social responsibility and environmental factors affecting business policy and operation.

### MGT 305 Management Information Systems

Provides methodology of the design, analysis, and evaluation of management information systems. Topics include organizational implications of information technology, planning and control systems, implementation of an integrated system, technical treatment of MIS management, and application of computers via microcomputer packages in business environments.

Prerequisite: MGT 200

### MGT 306 Organizational Behavior

Introduces the "micro" theories of organization. It focuses on human behavior and action within the organizational setting. Case studies and experiential exercises are emphasized in the class.

Prerequisite: MGT 200

### MGT 308 Organizational Theory and Design

Introduces the "macro" theories of organization. It focuses on the organization as a whole and its relationship with the environment. Special topics include goal, technology, structure, process, politics, and culture. In understanding any organizational phenomenon, these theories can serve as the important analytic tools. Both theoretical underpinnings and practical applications are emphasized.

Prerequisite: MGT 200

### MGT 309 International Management

Provides a framework for the analysis of international management problems. Defines the nature of the international, multi-national, and transnational company. Also examines the evolution of these types of enterprises, develops a model of a multinational firm in a dynamic global setting, and provides a bridge among the disciplines of economics, sociology, political science, and international management.

Prerequisite: MGT 200

### MGT 315 Human Resources Management

Covers the principles, policies, practices, and challenges relating to the planning, recruitment, selection, compensation, benefits, employee and industrial relations, safety, and career development of an organization's human resources. Examines how the human resource functions in an organization affect a student's performance and career development.

Prerequisite: MGT 200

### MGT 320 Business Technology Applications

Focuses on microcomputers and their application as a decision support tool to business problem solving. Using a case study approach, students utilize productivity software to fulfill the course requirements.

Prerequisite: MGT 200

### MGT 340 Labor and Management in the American Economy (cross-listed as ECON 340)

An examination of how labor and management are affected by various theories and institutional approaches and policies, such as public legislation on labor and management relations, collective bargaining, labor unions, inflation, and unemployment.

Prerequisites: MGT 200, ECON 202, ECON 201

### MGT 350 Ethics and Business

Introduces the student to the complexities of ethical behavior within the business environment. Building on a definition of business ethics, the course considers the role of social responsibility in organizations. It provides a framework for understanding ethical decision making in business and the conflicts that occur (in terms of both domestic and global operations). The course emphasizes the development of an effective corporate ethics program.

Prerequisite: MGT 200

1.5 credits

### MGT 399 Selected Topics

A topic not covered by an existing course.

Prerequisite: MGT 200

1-6 credits

### MGT 431 Production and Operations Management

Techniques and methods employed by managers to plan and control manufacturing and other operating systems are emphasized. Application of quantitative methods and various analytical techniques are stressed for operating system design, planning, control, problem solutions, productivity, inventory, scheduling, quality and capacity management, control system development, new technology evaluation, and transportation problems.

Prerequisites: ECON 210, MGT 200, MATH 145,

MATH 140.

### MGT 450 Small Business Management

A senior-level seminar course in the practical aspects of designing and operating a small business firm. Urban and inner-city minority group and poverty problems are highlighted where appropriate.

Prerequisites: MKT 210, MGT 200

### MGT 451 Management Planning and Control

An in-depth analysis of the planning and control elements of any organization. Includes student development of plans and control systems, and development of student familiarity with some important planning and control techniques. Involves both systems and behavioral aspects of the work involved in planning and control activities.

Prerequisites: FIN 320, MGT 306, ACCT 211, MKT 210, ECON 202, MGT 200

**MGT 460 Business Strategy and Policy**

The capstone experience in all of the College of Business programs. Taken in the final semester, this course integrates a case study approach to business decision making that integrates functional and organizational disciplines. Examines, in depth, a series of complex industrial situations to determine in each instance the strategy and policies a firm should follow for its long-run survival. Prerequisites: FIN 320, ACCT 212, ACCT 211, MKT 210, ECON 210, MGT 200

**MGT 470 Introduction to Operations Research**

The scientific methodology of operations research and logic is applied to the decision-making process. Introduces the concepts of linear and mathematical programming and inventory, and statistical decision theories. Prerequisites: MGT 200, ECON 210, MATH 145, MATH 140

**MGT 480 Seminar in Management**

Explores, in depth, selected theoretical aspects of management theories and/or the major areas within management. Each student is expected to take a major area and prepare a paper that may include decision-making processes, strategy formulation, perceptions of environmental factors, managerial values, organizational crises, and other current management topics. Students have the opportunity to write a paper based on their studies of real-world situations. Prerequisites: MGT 200, MGT 306, MGT 309

**MGT 485 Practicum in Management**

A course of study designed especially for the supervised practical application of previously studied theory in a group setting. Done under the supervision of a faculty sponsor and coordinated with a business organization. Prerequisites: MGT 200; junior status; minimum GPA of 3.0 overall and in the major; permission of the department chair and the dean

**MGT 490 Internship in Management**

A cooperative education/field work experience in management. The mission of the internship program is to provide students with a valuable employment experience by working, uninterrupted for a significant amount of time, with a public, private, or governmental entity in the student's geographical area. Prerequisites: MGT 200; junior status; minimum GPA of 2.5 overall and in the major; permission of the department chair and the dean

**MGT 499 Independent Study**

A special project supervised by a faculty adviser. Prerequisites: minimum GPA of 3.0 overall and in the major, with the approval of the department chair and the dean  
1-6 credits

## Bachelor of Science in Business Administration

### Concentration in Marketing

The Cotsakos College of Business academic program leading to the bachelor of science degree (B.S.) in business administration with a concentration in marketing features a curriculum that is balanced between general education, marketing, and other related business courses. The program (a) requires the completion of core courses in the concentration of marketing, thus preparing students to effectively manage the delivery and provision of goods through the multifaceted logistics and distribution channels that have become increasingly complex with recent advances in technology and globalization; (b) mandates the successful completion of related coursework that provides coverage in all areas that form the basis of fundamental business core competency; and (c) stresses a well diversified general education core, including specific courses that enhance public speaking skills, introduce behavioral sciences, increase competency in analytical and mathematical sciences, and address issues of ethics and diversity in organizations.

The contemporary graduate of the marketing program is exposed to innovative and entrepreneurial marketing concepts. This is embraced through the delivery of a curriculum that provides students with analytical and critical reasoning skills that focus on customer needs and the dynamics of buyer behavior. Students also gain an appreciation of cultural differences, quality concerns, ethical issues, and explosive changes in technology as they impact on a global marketplace. Graduates are prepared to pursue a broad range of international and domestic careers, including jobs in advertising, retailing, marketing management, marketing research, and multinational marketing, and are well qualified to make decisions concerning product design, pricing, promotion, and distribution, in support of organizational goals.

The marketing concentration offers students the opportunity to work with technology both in laboratories and the Financial Learning Center, where area-specific software is utilized to facilitate the analysis of data for the purpose of market research and statistical analysis, among other things.

### CONCENTRATION REQUIREMENTS.....18 CREDITS

The following requirements for the concentration in marketing are in addition to William Paterson University graduation and general education requirements for undergraduate students and the common business program core requirements.

#### Required courses

MKT 316	Global Marketing
MKT 320	Consumer Behavior
MKT 465	Marketing Research
MKT 482	Marketing Management

**Elective courses (select two)**

RPS 205	Negotiations
RPS 210	Sales Management
MKT 314	Advertising
MKT 332	E-Marketing
MKT 342	Retail Management
MKT 399	Special Topics
MKT 475	Supply Chain Management
MKT 485	Practicum in Marketing
MKT 490	Internship in Marketing
MKT 499	Independent Study

**DIRECTED ELECTIVE COURSE REQUIREMENTS .....9 CREDITS**

MATH 145	Quantitative Mathematics II
ECON 355	Diversity in Organizations (1.5 credits)
MGT 350	Ethics and Business (1.5 credits)

In addition, one 3-credit course at level 200 or higher outside the concentration must be completed, chosen with the assistance of the student's departmental advisor. Students are encouraged to consider coursework that segues well with their specific area of interest.

**Courses**

All courses are 3 credit hours unless otherwise noted.

**MKT 210 Principles of Marketing**

Major emphasis on techniques for solving business problems, the development of marketing policies, and the sale of consumer and industrial products. Various marketing decisions are examined with respect to product planning, channels of distribution, promotion activity, selling and sales management, pricing, and international marketing.

**MKT 314 Marketing Communication Strategy**

Covers the theory and management of the different elements of the integrated marketing communication mix of firms. Includes an introduction to the marketing communication process and an overview of customer psychology including models of motivation, persuasion, learning, and behavior modification. Communication issues relating to brand building and corporate image building are discussed. Each of the elements of the promotion mix—advertising, sales promotion, public relations, personal selling, and direct marketing (including communications on the Web)—are examined.

Prerequisite: MKT 210

**MKT 316 Global Marketing**

A comprehensive examination of the problems and opportunities of international marketing. Provides for in-depth study of international marketing decision requirements, including strategic planning, cultural analysis, and other related topics.

Prerequisite: MKT 210

**MKT 320 Consumer Behavior**

Provides an understanding of how people function as consumers. This knowledge is indispensable to marketing managers as they make decisions concerning what products to offer, how to distribute them, and how to communicate with consumers. The major focus of the course is on consumers' psychological processes. In addition, the broader social, cultural, and sub-cultural influences on behavior are considered.

Prerequisite: MKT 210

**MKT 332 E-Marketing**

Analyzes the growing use of electronic marketing techniques, specifically those involving computer-based technologies. The four P's of marketing—product, price, promotion, and place—are investigated, as well as the Internet, the Web, and geographic information systems by business-to-business and consumer marketers. It is not a Web design course, but a strategic marketing course.

Prerequisite: MKT 210

**MKT 342 Retail Management**

Provides students with a basic understanding of the strategic planning, operation, and management of the retail enterprise. Topics to be covered include classification of both store and non-store retailing businesses, with special attention paid to electronic retailing (e-tailing); retail customer behavior; retail marketing strategy; financial strategy; store location analysis; merchandising planning and buying; retail pricing and promotion strategies; human resource issues; store design; and service quality.

Prerequisite: MKT 210

**MKT 399 Selected Topics**

A topic not covered by an existing course.

Prerequisite: MKT 210

1-6 credits

**MKT 465 Marketing Research**

Marketing research as a tool of marketing management, emphasizing the role of research in planning, organizing, and controlling marketing activities. Various analytical tools for marketing research are examined and their application to practical marketing problems is illustrated.

Prerequisites: ECON 210, MKT 210, MATH 140

**MKT 475 Supply Chain Management**

Covers the theory, techniques, and management of physical supply and distribution. Emphasis is placed on organization, route structure, equipment management, scheduling, control operations, inventory management, and other macro- and micro-logistics. Students must deal with U.S. government regulations, industry trends and relations, technological development, and corporate strategy.

Prerequisite: MKT 210

**MKT 482 Marketing Management**

Integrates marketing theories to develop solutions to marketing problems. Topics include the identification and selection of marketing opportunities, analysis of market potential, preparation of demand forecasts, formulation of competitive strategy, design and evaluation of marketing plans and programs, and decision analysis with the aid of simulation. Context includes services, not-for profit sector, and global and emerging markets.

Prerequisite: MKT 210, MKT 316, MKT 320, and an upper-level marketing course (300 or higher).

**MKT 485 Practicum in Marketing**

A course of study designed especially for the supervised practical application of previously studied theory in a group setting. Done under the supervision of a faculty sponsor and coordinated with a business organization.

Prerequisites: MKT 210; junior status; minimum GPA of 3.0 overall and in the major; permission of the department chair and the dean

**MKT 490 Internship in Marketing**

This is a cooperative education/field work experience in the field of marketing. The mission of the internship program is to provide students with a valuable employment experience by working, uninterrupted for a significant amount of time, with a public, private, or governmental entity in the student's geographical area.

Prerequisites: MKT 210; junior status; minimum GPA of 2.5 overall and in the major; permission of the department chair and the dean

**MKT 499 Independent Study**

A special project supervised by a faculty adviser.

Prerequisites: minimum GPA of 3.0 overall and in the major, with the approval of the department chair and the dean

1-6 credits

## Department of Professional Sales

**Associate Professors:** R. Peterson (chair), J. Williams

**Executives in Residence:** J. DeVine, W. Healy, T. Werkley

### Bachelor of Science in Professional Sales

The Russ Berrie Institute for Professional Sales at the Cotsakos College of Business offers a bachelor of science degree (B.S.) in professional sales featuring a curriculum that is balanced between general education, sales, and other related business courses. The program requires (a) the completion of core courses in the area of professional sales, thus preparing students to effectively manage the customer contact, negotiate, and generate revenue in a business environment that has become increasingly complex with recent advances in technology and globalization; (b) completion of related coursework that provides coverage in all areas that form the basis of fundamental business core competency; and (c) completion of a well-diversified general education core, including specific courses that enhance public speaking skills, introduce behavioral sciences, increase competency in analytical and mathematical sciences, and address issues of ethics and diversity in organizations.

The graduate of the contemporary professional sales program is exposed to innovative and entrepreneurial sales concepts. This is embraced through the delivery of a curriculum that provides students with both academic theory and professional practice, as well as analytical and critical reasoning skills that focus on customer needs and the dynamics of client interaction. Students also gain an appreciation of cultural differences, quality concerns, ethical issues, and explosive changes in technology as they impact on a global marketplace. Graduates are prepared to pursue a broad range of international and domestic careers, including jobs in manufacturing and trade sales, pharmaceutical sales, and financial sales, and are well qualified to make decisions concerning customer needs, providing customized solutions, and effective territory management.

The professional sales major offers students the opportunity to work with technology in the Russ Berrie Professional Sales Laboratory, where cutting-edge technology is utilized to support and enhance the development of effective communication and sales skills.

**MAJOR REQUIREMENTS .....18 CREDITS**

The following requirements for the professional sales major are in addition to William Paterson University general education requirements for undergraduate students and the common business program core requirements.

**Required Courses**

RPS 205	Professional Selling
RPS 210	Negotiations
RPS 300	Global Perspectives in Sales
RPS 400	Sales Management
RPS 410	Key Account and Customer Relationship Building
RPS 450	Advanced Sales

**DIRECTED ELECTIVE COURSE REQUIREMENTS .....9 CREDITS**

MATH 145	Quantitative Mathematics II.....	3
ECON 355	Diversity in Organizations.....	1.5
MGT 350	Ethics and Business.....	1.5

In addition, one 3-credit course from the list below must be completed. Internships and practicum credit hours may be considered with the approval of the department chair and the dean.

MKT 475	Supply Chain Management
RPS 399	Selected Topics
RPS 420	Financial Services Selling
RPS 430	Sales Forecasting
RPS 440	Medical and Pharmaceutical Selling
RPS 485	Practicum
RPS 490	Internship Professional Sales
RPS 499	Independent Study

**Courses**

All courses are 3 credit hours unless otherwise noted.

**RPS 205 Professional Selling**

Introduces the basic concepts and skills of professional selling, including customer analysis, communication skills, effective openings and closings, and customer relations. Selling skills and concepts are developed through the extensive use of sales exercises, role-plays and presentations.

**RPS 210 Negotiations**

Explores the basic concepts and key critical skills involved in between the organizational representative and the client, including the psychology of bargaining. Applies negotiation strategies and tactics in a variety of business environments, with an emphasis on collaborative and competitive styles of negotiating. Seminar-style course with multiple bargaining simulations throughout the semester.

**RPS 300 Global Perspective in Sales**

An analysis of the sales function across national borders is stressed, including the impact of strategic, economic, political, legal and cultural factors on sales activities, factors that influence the globalization of selling, and the impact of cultural differences on global selling and buying.

Prerequisites: RPS 205

**RPS 320 Sales Information and Technology**

This hands-on "how-to" course focuses on sales force information systems, automation, and customer relationship management (CRM). Students will learn CRM concepts and functionality, develop proficiency in contact management of prospects and clients throughout the sales cycle, demonstrate mastery of CRM strategy, tools, and practices, and build a personal database.

Prerequisite: RPS 205

**RPS 399 Selected Topics**

Courses offered to cover a topic or topics not covered by an existing course. Includes varying subject matter deemed appropriate for fostering students' sales education.

Prerequisite: Permission of the department chair and the dean

1-6 credit hours

**RPS 400 Sales Management**

This course focuses on helping students understand first-line sales management issues including territory management, hiring, selection and training, motivating and rewarding the sales force, coaching, and sales planning.

Prerequisites: RPS 205 and RPS 210

**RPS 410 Key Account Management and Customer Relationship Building**

Key Account Management (KAM) prepares students to implement major account strategy and conduct "Key Account Sales Presentations." Course focuses on KAM as the business development, planning and thought process required to identify strategic opportunities, gain entry, broaden revenue bases, increase account penetration, improve customer retention, and grow account revenue.

Prerequisites: RPS 205 and RPS 210

**RPS 420 Financial Services Selling**

Develops understanding of financial service markets, competitive issues, trends, and client acquisition strategies. Students learn and practice individual and institutional needs based selling skills and market strategies used among banking, securities, insurance, and diversified professional services. Targeting, initiating and acquiring client relationships, expanding business opportunities, and maintaining long-term client relationships are the course's focal points.

Prerequisites: FIN 320, RPS 205, and RPS 210

**RPS 430 Sales Forecasting**

Introduces various aspects of sales forecasting using both quantitative and qualitative analysis, including applications specific to the sales profession, such as setting sales quotas for territory assignments and target markets, estimating future sales, and determining sales potential.

Prerequisites: MATH 140, RPS 205, and RPS 320.

**RPS 440 Medical and Pharmaceutical Selling**

Students are exposed to the selling process in the pharmaceutical, medical devices, and medical services area. They learn specific selling skills unique to these industries through role-playing, and gain an in-depth knowledge of the field by doing working with industry sales representatives.

Prerequisites: RPS 205

**RPS 444 Creating World Class Salespeople**

Introduces the skills, knowledge, and attitude a successful sales executive must grasp to launch and maintain a prosperous sales career. Coverage of conceptual and pragmatic sales skills, plus the mindset needed to sell in a globally competitive market. Students formulate not only a personal sales plan to help them succeed in their careers, but also become sales scholars who devise today's solutions for tomorrow's sales challenges.

Prerequisites: RPS 205, RPS 210, RPS 300, and open only to sales leaders with prior permission from the department chair.

**RPS 445 International Sales Encounter**

Prepares students to conduct international sales by comparing and contrasting the business practices of commerce across borders. Students will perform a global best practices business trip with travel outside the United States to experience how sales are conducted abroad. Students will learn and practice selling across national borders with the goal of increasing cultural expertise and effectiveness.

Prerequisites: RPS 205, RPS 210, RPS 300, and open only to sales leaders with prior permission from the department chair.

**RPS 450 Advanced Sales**

The Advanced Sales class is the capstone course in the Professional Sales program. Students are challenged to apply the knowledge gained from their previous classes in a variety of different experiential activities including in-class exercises and role plays, shadowing sales professionals, and actual field sales. Its focus is to provide students with the opportunity to understand more complex buyer – seller relationships, develop analytical and sales presentation skills, and improve proposal writing and interpersonal capabilities.

Prerequisites: RPS 205, RPS 210, RPS 300, and senior status

**RPS 485 Practicum in Professional Sales**

A course of study designed especially for the supervised practical application of previously studied theory in a group setting. Done under the supervision of a faculty sponsor and coordinated with a business organization.

Prerequisites: RPS 205; junior status; minimum GPA of 3.0 overall and in the major; and permission of the department chair and the dean.

**RPS 490 Internship in Professional Sales**

This is a cooperative education/field work experience.

The mission of the internship program is to provide students with a valuable employment experience by working, uninterrupted for a significant amount of time, with a public, private, or governmental entity in the student's geographical area.

Prerequisites: RPS 205; junior status; minimum GPA of 2.75 overall and in the major; and permission of the department chair and the dean.

**RPS 499 Independent Study**

A special project supervised by a faculty adviser.

Prerequisites: minimum GPA of 3.0 overall and in the major, with the approval of the department chair and the dean

**1-6 credit hours**

